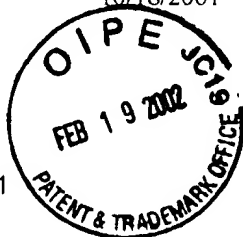## UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/982,640	10/18/2001	Jeffrey P. Szmanda	801001

30327
CHARLES R. SZMANDA
4 CROSSMAN AVENUE
WESTBOROUGH, MA 01581

CONFIRMATION NO. 8158

FORMALITIES LETTER

OC000000007105256

Date Mailed: 11/21/2001

NOTICE TO FILE CORRECTED APPLICATION PAPERS

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Filing Date Granted

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- The Claim(s) commencing on a separate sheet (37 CFR 1.75(h)).

A copy of this notice __MUST__ be returned with the reply.

Customer Service Center
Initial Patent Examination Division (703) 308-1202
PART 2 - COPY TO BE RETURNED WITH RESPONSE

03CO

DN 801001   ) Group Art Unit: 2151
)
In re the Application of:) Examiner:
)
Jeffrey P. Szmanda   )
)
Serial No.: 09/982,640   )
)
Filed: 10/18/2001   )
)
For: A Method of Retrieving   )
)
Advertising Information and Use of   )
)
the Method   )
)

OIPE JC19 FEB 19 2002 PATENT & TRADEMARK OFFICE

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Response to NOTICE TO FILE CORRECTED APPLICATION PAPERS

Assistant Commissioner for Patents

US Patent and Trademark Office

Washington, DC 20231

1.   Responsive to the above titled notice, Applicant submits a clean copy

      of the claims commencing on a separate sheet under 37 CFR §1.75(h).

2.   Applicant submits the required copy of "NOTICE TO FILE CORRECTED

      APPLICATION PAPERS."

Remarks

1. Claims 1-43 are pending in this application.

                                    Dated this 20th day of January, 2002
                                    Respectfully submitted,

                                    _____
                                    Charles R. Szmanda
                                    Agent for Applicant
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                                    FAX: 508 229 7555

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Certificate of Mailing under 37 CFR 1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

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COPY OF PAPERS
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on_____January 21, 2002_____.

Date

Signature

Charles R. Szmanda

Typed or printed name of person of signing Certificate

Note: Each paper must have its own certificate of mailing, or this certificate must identify each submitted paper.

1. Cover letter.
2. NOTICE TO FILE CORRECTED APPLICATION PAPERS - PART 2 - COPY.
3. Claims 1 - 43, commencing on a seperate page.

What is claimed is:

1. A method of supplying advertisement information to a user searching for said information within a data network, comprising the steps of: receiving, from the user, a series of search rules comprising facts about an advertisement; accessing a database comprising details of a plurality of advertisements; using a search engine to apply said search rules to said database; and reporting, to the user, results comprising a subset of the contents of said database.

2. The method of claim 1 wherein the user experienced said advertisement previously.

3. The method of claim 1 wherein the data network comprises the Internet.

4. The method of claim 1 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

5. The method of claim 1 wherein said advertisement information comprises contact information.

6. The method of claim 1 wherein said user is a customer.

7. The method of claim 6 wherein the customer experienced said advertisement previously.

8. The method of claim 6 wherein the data network comprises the Internet.

9. The method of claim 6 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

10. The method of claim 6 wherein said advertisement information comprises contact information.

11. A method of supplying advertisement information to a user searching for desired information within a data network, comprising the steps of: querying the user to obtain one or more search rules comprising facts about an advertisement; accessing a database comprising details of a plurality of advertisements; using a first search engine to apply said search rules to said database to obtain results comprising a first subset of the contents of said database; receiving from the user one or more keywords; using said keywords and a second search engine to query said first subset; and reporting, to the user, results comprising a second subset of the contents of said database, wherein said second subset is smaller than said first subset.

12. The method of claim 11 wherein said user experienced said advertisement previously.

13. The method of claim 11 wherein the data network comprises the Internet.

14. The method of claim 11 wherein the algorithm of said first search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

15. The method of claim 11 wherein the algorithm of said second search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

16. The method of claim 11 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

17. The method of claim 11 wherein said advertisement information comprises contact information.

18. The method of claim 11 wherein said user is a customer.

19. The method of claim 18 wherein said customer experienced said advertisement previously.

20. The method of claim 18 wherein the data network comprises the Internet.

21. The method of claim 18 wherein the algorithm of said first search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

22. The method of claim 18 wherein the algorithm of said second search engine is selected from a group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

23. The method of claim 18 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

24. The method of claim 18 wherein said advertisement information comprises contact information.

25. A method of supplying advertisement information to a user searching for desired information within a data network, comprising the steps of: querying the user to obtain one or more search rules comprising facts about an advertisement; accessing a database comprising details of a plurality of advertisements; using a first search engine to apply said search rules to said database to obtain a plurality of results comprising a first subset of the contents of said database; receiving, from the user, a first list of keywords; generating a second list of keywords, said second list comprising keywords or phrases synonymously related to one or more keywords or phrases in said first list; using said second list and a second search engine to query said first subset; and reporting, to the user, results comprising a second subset of the

contents of said database, wherein said second subset is smaller than said first subset.

26. The method of claim 25 wherein said user experienced said advertisement previously.

27. The method of claim 25 wherein the data network comprises the Internet.

28. The method of claim 25 wherein the algorithm of said first search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

29. The method of claim 25 wherein the algorithm of said second search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

30. The method of claim 25 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

31. The method of claim 25 wherein said advertisement information comprises contact information.

32. The method of claim 25 wherein said user is a customer.

33. The method of claim 32 wherein said customer experienced said advertisement previously.

34. The method of claim 32 wherein the data network comprises the Internet.

35. The method of claim 32 wherein the algorithm of said first search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

36. The method of claim 32 wherein the algorithm of said second search engine is selected from the group consisting of deductive reasoning, fuzzy logic and abductive reasoning.

37. The method of claim 32 wherein the algorithm of said first search engine is the same as the algorithm of said second search engine.

38. The method of claim 32 wherein said advertisement information comprises contact information.

39. A method of facilitating demographic research by supplying advertisement information to a user searching for information within a data network, comprising the steps of: receiving a set of search terms comprising words having targeted connotative significance to a particular demographic segment; accessing a database comprising details of a plurality of advertisements; using a search engine to apply said search terms to said database; and reporting results comprising a subset of the contents of said database.

40. The method of claim 39 wherein said user is an advertiser.

41. The method of claim 39 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, abductive reasoning and fuzzy logic.

42. A method of performing demographic analysis of advertisements, comprising the steps of: (a) receiving a list of search terms comprising words having connotative significance to a targeted demographic segment; (b) accessing a database comprising details of a plurality of advertisements; (c) using a search engine to apply said list of search terms to said database; (d) reporting results of the search comprising a subset of the contents of said database, said results being indexed uniquely; and (e) repeating steps (a) –

(d) a number of times with at least one different search term in said list, said number being sufficient to cover the desired demographic space.

43. The method of claim 42 wherein the algorithm of said search engine is selected from a group consisting of deductive reasoning, abductive reasoning and fuzzy logic.